

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-13 (Cancelled)

14. (Currently Amended) A system for performing dynamic Web-based marketing, the system comprising:

a Web server for providing a Web page over a network, wherein the Web page includes content;

a plurality of third party nodes connected to the network;

a first plurality of users, each user located at a respective client node, for requesting and viewing the content in the Web page provided by the Web server, wherein each client node is connected to the Web server through the network;

a first client side program, executed at each client node, for collecting user response data associated with the content in the Web page provided to each client node, and sending the collected user response data to ~~[[the]]~~ a first server side data store via the Web server as event data, ~~wherein the user response data includes user in-view characteristic data related to the content;~~ and

an analytical program, executing in the Web server, for analyzing the event data [, including the] to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user, [[and]] producing result data in response to the analysis of the event data, wherein the result data is based on at least the analysis of the user in-view characteristic data, and modifying the content of the Web page based on the result data.

15. (Currently Amended) The system of claim 14, further comprising a billing program, executing in the Web server, for receiving the content from at least one of the plurality of third party nodes, generating billing records based on the analysis of the event data, and sending the billing records to at least one of the plurality of third party nodes.

16. (Original) The system of claim 15, wherein the content includes a plurality of third party content, each third party content associated with a respective one of the plurality of third party nodes, and wherein the billing records include a plurality of third party billing records, each third party billing record associated with a respective third party content, and wherein sending the billing records by the billing program further includes sending each third party billing record to a respective third party node.

17. (Currently Amended) The system of claim ~~[[14]]~~ 15, wherein generating billing records further includes generating a content effectiveness record associated with the content, and wherein the ~~[[middleware]]~~ billing program appends the content effectiveness record to at least one of the billing records, wherein the content effectiveness record includes data reflecting the effectiveness of the content based on the analysis of the user initiated responses.

18. (Original) The system of claim 17, wherein the content effectiveness record includes information associated with the user in-view characteristic data related to the content.

19. (Cancelled)

20. (Currently Amended) The system of claim ~~[[19]]~~ 14, wherein the user in-view characteristic data include information associated with at least one of user mouse position data, user screen scrolling position data and time data associated with the mouse position and screen scrolling position data.

21. (Original) The system of claim 17, wherein the content effectiveness record includes a report indicating a plurality of user activities associated with the content and information indicating proposed changes to the content based on the user activities.

22. (Original) The system of claim 21, wherein the proposed changes includes suggestions to modify selected attributes of the content.

23. (Currently Amended) The system of claim 22, wherein the selected attributes include attributes associated with at least one of rendering time, document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

Claims 24 and 25 (Cancelled)

26. (Currently Amended) The system of claim ~~[[15]]~~ 14, wherein collecting user response data by the client side program further includes collecting, for each user, non-activated user in-view response data reflecting whether the content was viewable or partially viewable to each respective user, wherein the non-activated user in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

Claims 27-39 (Cancelled)

40. (Currently Amended) A method for performing dynamic Web-based in-view monitoring, the method comprising ~~[[the steps of]]~~:

appending a client side routine to a Web page provided by a Web server,
wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes,
and in response to the Web page being displayed to each user, each client node
initiating the client side routine to perform the ~~[[steps of]]~~ following:

detecting in-view user activities associated with each respective user browsing
the Web page, wherein the in-view user activities are associated with in-view response

data reflecting whether or not the content data was viewable or partially viewable to each respective user;

collecting data reflecting the in-view user activities;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user, and modifying the content of the Web page based on the user in-view characteristic data.

41. (Original) The method of claim 40, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

42. (Original) The method of claim 40, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

43. (Original) The method of claim 40, wherein the client side routine is appended to a URL placed on the Web page.

44. (Original) The method of claim 40, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

45. (Original) The method of claim 40, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

46. (Original) The method of claim 40, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

47. (Original) The method of claim 40, wherein the collected data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

48. (Currently Amended) The method of claim 40, further comprising [[the steps of]]:
analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and
sending the billing records to at least one of a plurality of third party nodes.

49. (Original) The method of claim 48, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

50. (Original) The method of claim 40, wherein the in-view user activities are mouse pointer position data.

51. (Currently Amended) A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;[[:]]

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable or partially viewable to each respective user;

means for collecting data reflecting the in-view user activities;

means for detecting a client side trigger event; [[and]]

means for sending the collected data to the Web server in response to the detected client side trigger event; and

means for analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user, and modifying the content of the Web page based on the user in-view characteristic data.

52. (Original) The system of claim 51, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

53. (Original) The system of claim 51, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

54. (Original) The system of claim 51, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

55. (Original) The system of claim 51, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

56. (Original) The system of claim 51, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

57. (Original) The system of claim 51, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

58. (Original) The system of claim 51, wherein the data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

59. (Original) The system of claim 51, further comprising:
means for analyzing the collected data;
means for generating billing records based on the analysis of the collected data;
and

means for sending the billing records to at least one of a plurality of third party nodes.

60. (Original) The system of claim 59, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

61. (Original) The system of claim 51, wherein the in-view user activities are mouse pointer position data.

62. (Currently Amended) A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising [[the steps of]]:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the [[steps of]] following:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event; and

analyzing the collected data to determine user in-view characteristic data reflecting whether the content was viewable or partially viewable by the respective user, and modifying the content of the Web page based on the user in-view characteristic data.

63. (Original) The computer-readable medium of claim 62, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

64. (Original) The computer-readable medium of claim 62, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

65. (Original) The computer-readable medium of claim 62, wherein the client side routine is appended to a URL placed on the Web page.

66. (Original) The computer-readable medium of claim 62, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

67. (Original) The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

68. (Original) The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

69. (Original) The computer-readable medium of claim 62, wherein the data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

70. (Currently Amended) The computer-readable medium of claim 62, further comprising [[the steps of]]:

analyzing the collected data at the Web server;

generating billing records based on the analysis of the collected data; and

sending the billing records to at least one of a plurality of third party nodes.

71. (Original) The computer-readable medium of claim 70, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

72. (Original) The computer-readable medium of claim 62, wherein the in-view user activities are mouse pointer position data.

73. (New) The system of claim 14, wherein the Web server provides the modified content in response to receiving a subsequent request from a client node to view the Web page.

74. (New) The system of claim 14, wherein the Web server further includes:
a rule database including content rules for controlling the content provided by the Web server, and

wherein the analytical program modifies the content according to the determined user in-view characteristics based on the content rules.

75. (New) The system of claim 14, wherein the analytical program modifies at least one of the following of the content: rendering time, document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

76.- (New) The method of claim 40, wherein the modified content is provided in response to receiving a subsequent request from a client node to view the Web page.

77. (New) The method of claim 40, wherein modifying the content further includes:

modifying the content, based on content rules of a rule database, according to the determined user in-view characteristics.

78. (New) The method of claim 40, wherein at least one of the following of the content is modified: rendering time, document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

79. (New) The system of claim 51, further including:

means for providing the modified content in response to receiving a subsequent request from a client node to view the Web page.

80. (New) The system of claim 51, further including:

a rule database including content rules for controlling the content provided by the Web server, and

wherein the means for modifying the content modifies the content according to the determined user in-view characteristics based on the content rules.

81. (New) The system of claim 51, wherein the means for modifying modifies at least one of the following of the content: rendering time, document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

82. (New) The computer readable medium of claim 62, wherein the modified content is provided in response to receiving a subsequent request from a client node to view the Web page.

83. (New) The computer readable medium of claim 62, wherein modifying the content further includes:

modifying the content, based on content rules of a rule database, according to the determined user in-view characteristics.

84. (New) The computer readable medium of claim 62, wherein at least one of the following of the content is modified: rendering time, document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.